MULTIMEDIA UNIVERSITY

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FINAL EXAMINATION

TRIMESTER 2, 2015/2016

MME7113 – PRINCIPLES OF MULTIMEDIA IN EDUCATION TECHNOLOGY
(All sections / Groups)

27 JANUARY 2016
2.00 p.m. – 4.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 1 page. It contains essay questions only.

2. Answer **FOUR** out of **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

Essay Questions.
Please answer **four** out of **six** questions. (Each question carries10 marks)

1. Usually, vector graphics and raster images are widely used as illustration in a print advertisement. Please explain what is raster images and vector graphics. Please explain also the most important advantage of vector graphics over raster images.

   (10 marks)

2. Design principles are basically about the practice of good visual design. One of the important principles used was the 2/3:1/3 Rule. Please explain this rule and mention why it is important in design and include a diagram to illustrate your explanation.

   (10 marks)

3. Traditionally education is centered on sources such as schools, teachers and print media. Advances in digital technology have opened up many avenues of learning. Please discuss about paradigm shift in education, explaining the changes in its approach and its focus in order to accommodate today's challenge in this ever changing world.

   (10 marks)

4. Multimedia instruction helps learners understand concepts with the use of words and images. Richard E. Mayer discusses twelve principles that shape the design and organization of multimedia presentations. List out any of the 5 principles by explaining its practical implications.

   (10 marks)

5.   *"Computing is no longer about computer. It is about living."*
                                        Nicholas Negroponte (MIT Media Lab).

   So, please explain what is a computer in general? Why do we need to use a computer?

   (10 marks)

6. Digital technology is accepted because of its convenience, speed, volume and cost. Explain and relate with a scenario on how these 4 digital technology concerns has been applied in the current industries.

   (10 marks)

End of Paper.